

Improving Efficiency and Productivity for Retailers

DTR550™/DTR650™

Digital On-Site Two-Way Radios and Accessories



Do you speak digital?

Introducing the DTR550™ and DTR650™ Digital On-Site Two-Way Radios



Many retailers have discovered the benefits of two-way radios from Motorola for effective, affordable on-site employee communications. Now Motorola has introduced digital technology to on-site two-way radios making them an even better solution for any retail operation.

Responsive service is essential to sales and customer satisfaction. DTR Series™ radios make responsiveness easier to provide, whether it's an answer to a customer's question, a price check, a clean-up or an emergency. With clear, constant communication ensured, all employees can make the most of their time.

Thanks to digital technology, DTR Series radios give you the ability to call specific groups of employees—or even a single associate. You also get coverage extended by 20%, and up to 45% longer operation on a single charge*. Remarkably, you'll have all that productivity-enhancing capability—and more—in the DTR550 and DTR650.

You get many other benefits, too, including digital audio quality—which stays loud and clear everywhere you have coverage. And best of all, this pacesetting performance is yours without monthly fees or annual contracts—and at a very affordable price.

RECOMMENDED FOR:

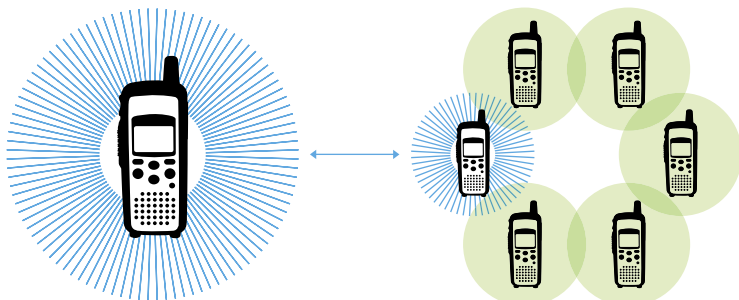
Owners, president, general manager, district manager, store managers, assistant store managers, buyers, supervisors, cashiers, attendants, salespeople, floor clerks, stock clerks, security, customer service and more.

*Coverage will vary based on terrain and conditions. All comparison claims made against Motorola CP100/XU2600 analog radio models. High capacity battery used.

The Digital Difference

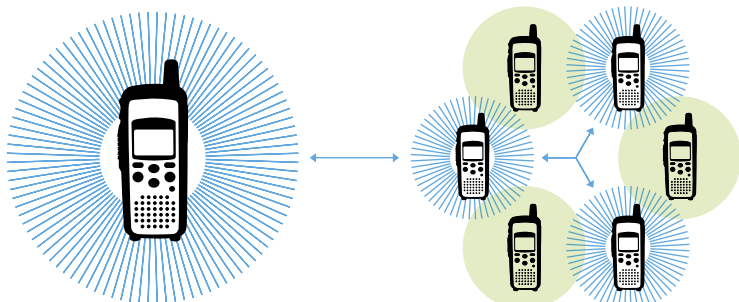
Why Motorola Digital On-Site Two-Way Radios Are Right For Retail

DIGITAL ONE-TO-ONE CALLING



DIGITAL ONE-TO-MANY CALLING

Private Group Call



Enhanced coverage, battery life, and audio quality aren't the only advantages of our new digital on-site two-way radios. No license is required to operate our 900 MHz units. And for enhanced security, we added Frequency Hopping Spread Spectrum (FHSS) with 50 non-overlapping groups. Unlike analog radios, multiple group communications can occur simultaneously on the same channel.

In addition to these overall benefits, you'll be able to take advantage of many leading-edge operational features that were never available previously. And you'll soon wonder how you managed without them.

DIGITAL ONE-TO-ONE CALLING

Allows you to call and talk privately with a specific user's radio. A private-call recipient can receive an alert—either an audible or vibrating signal. And the recipient's unit displays the caller's ID.

DIGITAL ONE-TO-MANY CALLING

- Public group call—all other DTR Series™ radios on the same group ID and channel hear communications, similar to analog radio operation.
- Private group call—enables you to program DTR Series radios to communicate with specific sets of group members. Caller ID displays group identification.

Individual unit identification also enables:

- Call forwarding to other radio IDs—notify others that you're unavailable and allow them to speak with another contact for assistance.
- Transmit ID—receiving radios will display the radio ID of the transmitting unit.

The DTR550™ and DTR650™ also feature:

- Short message service (SMS) text messaging—with ten preset messages (five on DTR550) and support for keyed-in custom messages to meet more specific needs.
- Scroll list—displays frequently used group and private IDs for easiest access.

It all adds up to a superb combination of features for your convenience, management, and productivity, all at an extraordinary value.



DTR550



DTR650

Excellence in Design; Exceptional Durability

Rugged and reliable, the DTR550 and DTR650 digital on-site radios undergo rigorous testing in the design process using U.S. Military 810 C,D,E and F Standards—so you can rest assured they will hold up under demanding conditions.

Motorola—A Name You Know and Trust

For more than 75 years, Motorola has been a leader in creating state-of-the-art wireless communications for people like you. The DTR550 and DTR650 digital on-site two-way radios uphold that superior standard. And each radio (and radio accessory) is backed by a limited one-year warranty. So when you select the DTR550 or DTR650 radio, you'll experience the same exceptional quality you've come to expect from all Motorola products.



Standard Package Includes:

- One DTR Series™ Digital On-Site Two-Way Radio
- Swivel Belt Holster
- Charger
- Drop-in Charging Tray
- Lithium Ion Battery
- Quick Reference Guide
- User's Guide CD-Rom

DTR550™/DTR650™ Accessories

Further enhance the productivity benefits from Motorola DTR Series digital on-site two-way radios with these convenient, timesaving accessories.



Headset with Swivel Boom Microphone

Part #53865

Ideal for noisy work areas or to avoid disturbing those around you. Convenient way to speak and listen without having to remove radio from its holster.



Earpiece with Inline Push-to-Talk (PTT) Microphone

Part #56517

Convenient earpiece enables communication without removing the radio from its holster. Push-to-talk button activates microphone when you're ready to speak.



High Capacity Lithium Ion Battery

Part #53964

High capacity rechargeable battery provides up to 19 hours of battery life per full charge.



Multi-Unit Charger

Part #53960

Allows drop-in charging for up to six radios and/or batteries from a single outlet in three hours. This wall mountable unit also provides a central storage location for radios at the end of a workshift.



Mini Keyboard

Part #NTN2074PA

Access options, update contacts and enter commands on your radio keyboard. Also enables quick and easy text messaging. *(Radio not included)*



Cloning Cable

Part #53968

Provides time-saving cloning capability of all programming and user menu settings at the touch of a button.



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